

**CLAIMS**

1. A server system for distributing information to portable mobile information terminals in a specific area, comprising:

5 a first data base for storing the  
information of the specific area where the information  
distribution service is provided to registered users of  
the portable mobile information terminals;

10 a second data base for storing prepared  
information to be distributed and distribution conditions  
provided by an information provider;

a third data base for storing the registered users and the conditions for receiving the distributed information;

15 means for receiving position information  
from the portable mobile information terminals of said  
registered users;

information distribution means for distributing the prepared information satisfying the distribution conditions stored in said second data base and the receiving conditions of said users stored in said third data base, to the portable mobile information terminals of said users determined by said determining means to be located in said area.

2. A server system as described in claim 1,  
further comprising area determining means for  
illustrating said specific area using a simple figure,  
and storing said figure in said first data base as area  
information indicated by the latitude and longitude;

35 wherein said determining means uses the  
position information received from said portable mobile  
information terminals for said determination.

3. A server system as described in claim 1, wherein said position information received from said

portable mobile information terminals is the latitude/longitude information of said portable mobile information terminals.

4. A server system as described in claim 3,  
5 further comprising area determining means for illustrating said specific area using a simple figure, and storing said figure in said first data base as area information indicated by the latitude and longitude;

10 wherein said determining means uses said latitude/longitude information received from said portable mobile information terminals for said determination.

15 5. A server system as described in claim 3, wherein said latitude/longitude information is given by the portable mobile information terminals having a GPS receiver.

20 6. A server system as described in claim 1, wherein said position information received from said portable mobile information terminals is the information on the base station of a radio area where each of said portable mobile information terminals is existent.

25 7. A server system as described in claim 6, further comprising area determining means for illustrating said specific area using a simple figure, and storing said figure in said first data base as area information indicated by the latitude and longitude;

30 wherein said determining means uses, for its determination, the latitude/longitude information converted based on the base station information of the radio area where said portable mobile information terminal exists, which station information is received from said portable mobile information terminal.

35 8. A server system as described in claim 1, further comprising registration/canceling/change means for executing, by communication with each of said portable mobile information terminals, the registration/canceling procedure for the user

registration of the portable mobile information terminal and the registration/change procedure for the receiving conditions of said user stored in said third data base.

9. A server system as described in claim 1,  
5 further comprising receiving means for receiving the distributed information and the conditions for information distribution provided by said sponsor and storing said information and said receiving conditions in said second data base.

10. A server system as described in claim 1,  
further comprising means for receiving the response of a registered user to the distributed information, recording and statistically processing said response, and managing and maintaining the result of said process.